



ORIGINAL RESEARCH PAPER

Commerce

STUDY ON CONSUMER BEHAVIOUR WITH RESPECT TO BRAND IN ONLINE SHOPPING OF DURABLE PRODUCT AMONG TRIBAL'S OF RANCHI DISTRICT

KEY WORDS: Rural Market, Consumer Behavior, Tribal Communities, Online Shopping

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ABSTRACT

Consumer behavior can be defined as the activities and the actions of people and organization that purchase and use economic goods and services, including the influence on these activities and actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. In the changing digital era, people buying online have drastically increased when compared to offline shopping. Existence of many online platforms has increased the choices for the consumers. It is a common rule in economics, that when there are more choices for the consumer, there is more competition. The online platforms has also developed there specializations like Myntra for fashion, amazon for electronics, big basket for food and so on. This specialization in online platforms has actually given various new factors for the consumers to compare the products. After the arrival of these many platforms, consumers have changed their view over the branding of products. There are consumers who are loyal to the brands in few products and there are also consumers who find only the best deals irrespective of branding. This paper studies the consumer's choices and behavior towards the brands in online shopping in a survey method.

INTRODUCTION

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. In spite of the convenience, there are many variation in the consumer choices with respect to brand and products in online shopping. This paper is going to deal about the consumer mind set in buying durable and non-durable goods in online with respect to brand.

Tribals In Jharkhand

The tribes of Jharkhand consist of 32 tribes inhabiting the Jharkhand state in India. The tribes in Jharkhand were originally classified on the basis of their cultural types by the Indian anthropologist. The Scheduled Tribe (ST) population of Jharkhand State is per the 2011 census 86,45,042 (including Sarna-40,12,622 Christian-13,38,175) 26% of the total population 3,29,88,134 of the State. Among all States and UT's, Jharkhand holds 6th and ranks terms of the ST population and the percentage share of the ST population to the total population of the State respectively.

Ranchi

Ranchi is capital of Jharkhand, Ranchi district has total population of 2,914,253 as per the Census 2011. Out of which 1,494,937 are males while 1,419,316 are females. In 2011 there were total 569,444 families residing in Ranchi district. The total literacy rate of Ranchi district is 76.06%. The male literacy rate is 72.59% and the female literacy rate is 58.21% in Ranchi district. To facilitate the administration, Ranchi district is further divided into 18 Blocks which are administrative divisions denoting sub-districts. Blocks consists of multiple villages and a few towns.

Durable And Non-durable Products

Durable Products:- The goods which are used for a longer

period of time are known as durable goods. These goods are generally of high price and require after sale service and promotion tools for sale. Few examples are fridge, washing machine etc. these products doesn't need any frequent change or replacement.

Non-Durable Products:- Goods which are consumed in short period of time are called non-durable goods. These products are generally sold at low price and with fewer profit margins.

Research Design And Data Collection Method Research Method

Our research regarding Consumer's attitude towards online shopping is a descriptive research because we just want to draw a picture of our topic as what are the factors that influence consumers to shop online. In general two types of research methods are being used quantitative and qualitative. We would like to go for quantitative method in our research as it is a precise way. According to Creswell (1994)¹ time is vital attribute for decision making while selecting research method. Saunders, Lewis, and Thornhill (2000)² suggests that quantitative research can be faster as compare to qualitative as it is possible to forecast the time schedule, whereas qualitative can be relatively long in duration. Research projects normally done for academic reasons are limited to time as our research is also being done for academic purpose and is time limited so that is why we are going to prefer quantitative approach.

Data Collection

When it comes to data collection there are two methods in general used by researchers to collect data, primary and secondary method. If we talk about primary data it includes observation method, Interview/ questionnaire method, case study method, projective techniques and sociometry. Whereas, secondary data is one which is already collected by some other researcher not for the reason for particular study or research. We would like to go for primary data collection method that will include questionnaire from consumers as what are the factors that influence consumers to purchase online. As our study covers Tribals of Ranchi District online shoppers, we feel it would be easy for us to distribute the questionnaire and then analyse the situation. As our respondents are geographically scattered and Kumar (1999)³ suggests that use of questionnaire may be the only choice of

data collection as if respondents are geographically scattered.

Sampling

In general there are two types of sampling techniques probability sampling and non-probability sampling. In Probability sample there is a nonzero equal chance for each population element to be selected, Bryman and Bell (2007)⁵. There are four types of probability sampling as stated by Bryman and Bell (2007) simple random sample, systematic sample, stratified random sampling and multi stage cluster sampling. Whereas, in nonprobability sampling there is no random sampling. As stated by Bryman and Bell (2007) there are three types of non-probability According to Bryman and Bell (2007) Convenience sample is one that is conveniently available to the researcher with its goodness of accessibility. The problematic facet of this type of non-probability sampling as stated by Bryman and Bell (2007) is that it is impracticable to generalize the results but at the same time in Bryman and Bell (2007) words convenience sampling more remarkable role than supposed. And as Bryman and Bell (2007) explains in business and management field this technique is more worthy as compare to sample based on probability sampling. By keeping in view the limitations of time, resources and population writers have decided to apply convenience sampling technique for the purpose of collecting empirical material.

We have decided to distribute our questionnaire among Tribal people in Ranchi district so convenience sampling would be helpful for the writers to approach the respondents and collect the data on time and also to avoid low response rate, as we are expecting at least 100% response rate.

Sample Design

As mentioned by Kent (2007)⁶ In particular research a procedure that is being followed for selecting a sampling unit is called sample design. The procedure that is being followed by the writers to select a sampling unit is a mixed process. A mixed process means distributing survey online as well as in person to online shoppers. The population selected by the writers for the study is Tribal residents of Ranchi District. As mentioned in above paragraph writers have selected convenience sampling technique so sample is designed accordingly by approaching the residents by distributing the questionnaire. The purpose of using the mixed process is to collect empirical data conveniently and on time, as time and resources are also kept in mind by writers at every step of this Paper work.

Sample Size

The population for the work is Tribal residents of the Ranchi District and keeping in view the limitation of time and resources we have decided to take the sample of 50 Tribal residents in the district. Questionnaires were distributed by hand to respondents and enough time given to respondents to fill the questionnaire to reduce sampling error. Questionnaire is constructed in simple language in order to reduce the risk of ambiguity.

Questionnaire Design

The questionnaire is carefully designed to meet the requirements of the research. The questions are self-structured to cover the diversity of research problems. The questionnaire consists of ten questions, which is designed to understand exactly only the consumer behaviour to brand and products in online shopping.

Data Analysis

The tool that we will use for our data analysis is a 5 Point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Uncertain / Not applicable, 4=agree, 5=Strongly Agree). The Likert scale is a scale that is commonly used for questionnaires, and is mostly used in survey research. Our Study is also survey based study

so it would be easy for us to interpret the analysis. The advantage of using likert scale can be to create interest among respondents as according to Robson (1993)⁸ as likert scale can be interesting for users and they often enjoy completing a scale like this. Another advantage can be simplicity as Neuman (2000)⁷ suggests the real strength of Likert scale is the simplicity and ease of use.

DATA ANALYSIS AND DISCUSSIONS

One of the important steps is to analyse the data and discuss the findings. The data analysis mainly concerns primary data collected in the form of questionnaires distributed among Tribal Residents of Ranchi district. Below table 1, shows the results of frequency for respondent's agreement with statement.

Table1. Frequency For Respondent's Agreement With Statement

No	Questions	Strongly Disagree (SD)	Disagree (D)	Neither Agree Nor Disagree (NAD)	Agree (A)	Strongly Agree (SA)
1	Brand is not considered while shopping durable products online.	36	12	2	0	0
2	Quality assurance is not reliable on online shopping (quality assured by brand name)	0	0	9	16	25
3	There is no huge quantity of fake brands in online shopping platforms.	37	10	3	0	0
4	Quality is convinced for offers in shopping online	0	0	31	7	12
5	Online shopping is preferred to buy durable products	39	06	05	0	0
6	Online shopping is preferred mostly over offline shopping.	0	0	6	20	24
7	There are more choice in online shopping (more brands)	0	0	1	05	44
8	Huge offers are not given in online than offline markets.	44	6	0	0	0

After analysing the responses from the Tribal residents of Ranchi district, we understand few patterns of mind- set of the consumer or behaviour of the consumer in buying durable products in online market. The first two questions in the survey, actually bared the core responsibility of understanding the behaviour when it comes to branding in online marketing. The reactions are 72% of the customers are strongly disagreeing, 24% are disagreeing and only 4% have reported neither disagree or agree when it was asked that "Brand is not considered while shopping durable products online."

The next three questions were designed actually to understand the brand quality aspect when the customers

shop online. For the question “Quality assurance is not reliable on online shopping (quality assured by brand name)” , 50% of the people strongly agreed, 32% of the people agreed were as only 18% of the gave neither nor choice. Similarly for the question “Quality is convinced for offers in shopping online”, 24% of the people strongly agreed, 14% of the people agreed were as 62% of them gave neither nor choice which is highly notable. But on the other hand for the question “There is no huge quantity of fake brands in online shopping platforms”, 74% of the strongly disagreed, 20% of the disagreed were as only 6% gave the neither nor option.

To be more specific on understanding the preference of online shopping with respect to goods, two questions was asked. In that, for “Online shopping is preferred to buy durable products”, 78% strongly disagreed, 12% disagreed and only 10% gave neither nor choice.

To understand other basic aspects of the behavior of consumers in online platform the rest three questions were framed. For “Online shopping is preferred mostly over offline shopping”, 48% of the people strongly agreed, 40% of the people agreed were as only 12% of them gave neither nor choice. For “There are more choice in online shopping (more brands)” 88% of the people strongly agreed, 10% of the people agreed were as only 2% of them gave neither nor choice. On the other hand for “Huge offers are not given in online than offline markets”, 88% of them gave strongly disagreed and 12% gave disagreed.

OUTCOME AND DISCUSSIONS

The analyses of the responds were carried out having three factors in mind. One is brand preference related to durable and non-durable products, importance given to brand quality in online platform and in general analysis of few things like platform preference and response related to offers in online and offline market. Keeping this in mind following outcomes is learned.

- Consumers give importance while selecting durable brands when they shop online. This can be because the values of durable goods are comparatively higher and at the same time it's been used for longer time. It is obvious people be little more careful to buy costlier things.
- Consumers have a very strong knowledge that there is huge possibility of getting cheated in buying online, they feel there are many fake brands in the online platform which are practically not possible to relay upon.
- It is also important that we understand, people don't compromise with quality just for the offers. They feel it depends on the both product quality and offers.
- People now-a-days prefer more online shopping over offline shopping because of more convenience and offers. They also give credits to wide variety of brands in the online forum for preference of online markets.

CONCLUSIONS

The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. More consumers are indulging into internet shopping as seen by the study because of the value proposition it offers to a customer such as convenience, 24x7 shopping, doorstep delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. Brand being very important factor in offline shopping, it has little influence only in online shopping. This is just because in changing era the factors that are deciding the consumer choices are vast and most of them are suitable in online platforms. When it comes to durable products, consumers still believe the offline markets because they give them opportunity to touch and feel before buying it, as normally durable products are costlier than non-durable products. This behaviour analysis in this study makes us

understand that the customers are changing their preferences and they are less loyal to particular brands.

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